Kavya Purushothaman

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WORK EXPERIENCE

Data Analyst Intern, University of Maryland – College Park, MD, United States   **May '20 - Oct '20**
- Gathered business requirements and developed an automated platform to manage the funding requests of the University
- Optimized operational processes of the University by **56%** reducing **48+** man-hours per week
- Spearheaded research to collect and process raw unstructured water desalination data
- Designed & created a normalized relational MySQL database to surface new insights to act on business opportunities
- Reengineered the existing architecture of multiple databases by enhancing performance of CRUD operations by **27%**

Business Analyst Contract, Poshare – College Park, MD, United States   **Jan '20 - May '20**
- Collaborated with cross-functional teams to re-design and launch the firm's online marketing strategy
- Orchestrated A/B test plans to validate customer hypotheses and understand customer behavior patterns
- Decreased the bounce rate by **52%**, increased the session time by **69%** by running a 27-day Google Ads Campaign

Software Development Intern, Bhabha Atomic Research Centre – Mumbai, MH, India   **Jun '18 - Sep '18**
- Conceptualized and created an application having functions to filter emails based on sender, subject, and date
- Implemented multi-factor authentication (MFA) to protect against remote attacks, improving security
- Awarded with the **"Best Intern"** title for technical proficiency, critical thinking, and receptiveness among **100+** interns

PROJECTS

Data Analyst - Movie Reviews Classification System | Seattle, USA   **Oct '20 - Dec '20**
- Developed and deployed RESTful APIs using AWS API Gateway to classify movie reviews as fresh or rotten
- Implemented an XGBoost Classifier using AWS SageMaker on a web-scraped dataset uploaded to an AWS S3 bucket
- Scaled the product to **100,000+** predictions per minute through AWS Lambda

Data Analyst – Twitter Feed Sentiment Analysis and Prediction | Smith School, College Park   **Sep '20 - Nov '20**
- Built a three layered fully feed forward neural network to predict the sentiments of data extracted in real-time
- Tuned the model hyperparameters using K-Fold Cross Validation, and used TF-IDF to attain **85.08%** accuracy

Data Analyst - High Return Recommendation for Airbnb Investments | Smith School, College Park   **Feb '20 - May '20**
- Analyzed data and created PowerBI dashboards to recommend property-based investment decisions
- Performed a comparative study of ElasticNet Regression, Decision Trees and Random Forest with a **94.7%** winning accuracy
- Bagged the **2nd runner-up position** for the best machine learning model in the Datathon at the University of Maryland

Database Engineer - Optimus Solutions | Smith School, College Park   **Sep '19 - Dec '19**
- Built a snowflake schema using dimensional modeling & designed SSIS packages for performing ETL on 150,000 transactions
- Constructed curated views & built compelling visualizations on Tableau to deliver business strategy insights for all audiences

Machine Learning Engineer - Smart Light Switching System | KJSCE, Mumbai   **Jul '18 - May '19**
- Developed an application that provides real-time "Smart Lighting Solution" for public places with an accuracy of **89%**
- Implemented the non-rigid registration algorithm for motion tracking and the Haar-cascade classifier for face detection
- Secured **1st runner-up position** at Prakalpa, an annual state-level technical symposium held at the University of Mumbai

EDUCATION

University of Maryland – Smith School of Business, College Park, United States
Master of Science in Information Systems (Specialization – Data Analytics)   **Aug '19 - Dec '20**
- **Coursework**: Data Modelling, Big Data and Artificial Intelligence, Database Management Systems, Data Processing - Python, Data Mining in R, Business Process Analysis, Project Management, Management Information Systems, Google Analytics
- **Teaching Assistantships**: Competitive Business Intelligence, Data Science Techniques

University of Mumbai – KJ Somaiya College of Engineering, Mumbai, India
Bachelor of Technology in Information Technology   **Aug '15 - Jun '19**
- **Coursework**: Data Structures, Big Data Analytics, Artificial Intelligence, Machine Learning, Computer Graphics, Data Warehousing and Mining, Neural Networks and Fuzzy Logic, Business Intelligence, Applied Mathematics

SKILLS

Programming Languages: Python, R, Pig
Tools: SQL, NoSQL, Tableau, PowerBI, Sci-kit learn, PyTorch, AWS**,** Hadoop, MS-Excel, Palisade DecisionTools Suite